

# BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1756

ISSUE DATE: January 9, 2015

TITLE: *Diabetes Prevention Program Media Placement—Western Region*

**PLEASE READ THE ENTIRE SOLICITATION BEFORE SUBMITTING  
YOUR PROPOSAL**

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THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL  
PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07

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This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at <https://emaryland.buyspeed.com/bsr> to begin the process, and then follow the prompts to see if your business qualifies. For assistance in the SBR registration process, please call 410-767-1492. If you qualify, please put your SBR number on the Financial Proposal Form.

## **Summary Statement**

The Center for Chronic Disease Prevention and Control (hereafter referred to as CCDPC) within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting for services for the placement of television ads produced as part of a multi-regional health communications campaign with the goal of increasing enrollment in Diabetes Prevention Programs offered in the Western region of the state (Allegany, Garrett and Washington counties).

A single contract will be awarded to the Offeror that best meets the needs of the evaluation criteria. The anticipated term of the contract resulting from this solicitation will begin on or about March 1, 2015 through April 30, 2015. **Financial Proposals must equal \$25,000.**

## **Background**

Diabetes is a chronic disease with serious health and economic implications. Nationwide, 9.3% of the population has diabetes, resulting in a total estimated economic cost of \$245 billion. [1] This marks a 41% increase in the national economic cost of diabetes since 2007. The prevalence and incidence of diabetes in Maryland exceeds national averages. In 2010, 9.4% of Maryland adults had diagnosed diabetes, which has increased from 6.9% in 2001.[2] Individuals with diabetes are at greater risk of severe complications such as stroke, heart disease, kidney disease, amputations, blindness, and nervous system damage.

An estimated 37% of adults nationwide have prediabetes, having higher than normal glucose levels, but not yet type 2 diabetes. People with prediabetes have an increased risk of developing type 2 diabetes, heart disease and stroke, however not everyone will progress to diabetes. Prevention is critical, and lifestyle change programs have been shown to effectively prevent or delay the onset of type 2 diabetes in individuals with prediabetes. The CDC-recognized National Diabetes Prevention Program (National DPP) is a one-year, evidence-based lifestyle change program which includes 16 core sessions (weekly) and six post-core sessions (monthly). The National DPP is based on research demonstrating that modest behavior changes, losing 5% to 7% weight and being physically active at least 150 minutes a week, reduced the risk of developing type 2 diabetes by 58% in people with prediabetes or at high risk for diabetes.

Diabetes Prevention Programs are offered throughout Maryland in a variety of community settings. Many of these programs rely primarily on physician referral for enrollment and are not widely advertised to the public. Physicians may not be aware of DPP programs in their community, and may fail to advise patients of this critical resource for health improvement. The goal of this television campaign is to increase awareness of the existence and health improvement value of DPP programs in the at-risk population, resulting in increased enrollment.

Since the risk of diabetes goes up with age, the target population for marketing the DPP programs is adults of both genders ages 40-60. To address the target audience, CCDPC would like to utilize a television campaign, which will be coupled with other DHMH efforts throughout the State of Maryland.

[1] American Diabetes Association. *The cost of diabetes*. April 18, 2014. Available at <http://www.diabetes.org/advocacy/news-events/cost-of-diabetes.html>.

[2] Maryland Behavioral Risk Factor Surveillance System. Available at [www.marylandbrfss.org](http://www.marylandbrfss.org).

### **Scope of Work**

The selected offeror shall:

- A. Provide a work plan outlining the Western Region television media buy and placement that includes a specific timeline of placement for all ads and added value components.
- B. Provide a schedule including days and times of where and when the spots will air, focusing on times of high viewership, paying close attention to the target population of adult men and women ages 40-60. Placement shall maximize reach in Maryland counties of this region. A rationale for station(s) and schedule selected shall be provided.
- C. Place the television ads per the approved placement schedule.
- D. Provide a report of when media actually occurred, due within five days of final ad airtime.
- E. Provide at least one additional value-added component, e.g., bonus buys, interviews, community event, web banner placement on affiliated station website, etc.—in which campaign messaging can be further promoted.



### **Mandatory Requirements**

This solicitation has been designated as a Small Business Reserve (SBR). Selected Offerors **must** be registered as an SBR in order to submit a proposal.

### **Technical Proposal Submissions**

The Offeror shall send a proposal that must be no smaller than 12-point font, double-spaced, with one-inch margins. Technical proposals shall be no longer than six (6) pages (this excludes budget, budget narrative, and any attachments regarding organizational capabilities). One original and three (3) copies should be placed in a sealed envelope labeled "Technical Proposal".

### **Technical proposals shall include:**

- A. Background Information:
  - 1. Organization Name
  - 2. Name, address, telephone number, e-mail address, fax number, and position/title of the individual who will serve as the primary contact for this contract.
  - 3. The offeror's small business reserve number and federal identification number.
- B. The Offeror's experience with television media buys in the targeted region; a minimum of two (2) letters of recommendation must be submitted from other agencies with whom the Offeror has collaborated or from former or current clients.
- C. The Offeror shall submit a work plan that includes a timeline for placement of radio ads and added value components.
- D. The Offeror shall submit a media schedule that reflects the total number of ads that shall be aired, at what times the ads shall be aired and on what station(s) for a four (4) week period *on or about* March 1, 2015 through April 30, 2015, paying close attention to the target population – adult men and women ages 40-60. The Offeror shall provide the most advantageous combination of air time for (:60s) and (:30s) ads.
- E. The Offeror shall provide the listener profile of station(s) selected, including a breakdown of the counties where the spots will air and provide rationale for the particular station(s) and schedules as to how they will capture the Department's target audience and maximize reach in this region of Maryland.
- F. The Offeror shall describe promotional added value – E.g., bonus buys, interviews, web banner placement on affiliated station website, etc. – and include the actual dollar amounts that will be offered to the State.

- G. Offerors shall disclose all conflicts of interest (obvious and non-obvious), if any, and describe in detail how the conflicts of interest will be ameliorated.
- H. Offerors shall submit a completed Bid Form (page 7), and provide a separate line item budget and narrative (Attachment A).

### **Financial Proposal Submissions**

- A. Offerors shall submit an original signed completed Financial Proposal Form (page 7), and provide an original signed separate line item budget and narrative. One original and three (3) copies shall be placed in a sealed envelope labeled “Financial Proposal”.

### **Award**

An award will be made on the basis of the most advantageous offer to the State of Maryland considering price *and* the evaluation criteria found in this solicitation. The technical component and financial component are given equal weight.

### **Technical Evaluation Criteria of Proposal**

The State will evaluate technical proposals based on the following evaluation criteria. These are listed in descending order of importance.

- A. How experienced is the Offeror in providing television buys in the region?
- B. How strong are the letters of recommendation?
- C. To what extent does the Offeror’s proposal provide a work plan that includes a realistic timeline for placement of the television ads and added value components?
- D. To what extent does the Offeror’s proposal provide a clear schedule and rationale of when the ads shall run, provide a clear audience profile that identifies the station(s) selected, and are the proposed times and stations sufficient to reach the Department’s target audience in this region?
- E. To what extent does the Offeror’s proposal provide number of ads that will maximize State resources?
- F. How strong is the Offeror’s value-added component?
- G. Does the Offeror have any conflicts of interest?

### **Financial Evaluation Criteria of Proposal**

The State will evaluate financial proposals based on the following evaluation criteria.



- A. To what extent does the Offeror provide a clear and rational budget and budget narrative that is all inclusive of proposed services?

### **Contract Term**

The term of this contract shall be on or about March 1, 2015 through April 30, 2015.

### **Billing**

Payment will be made by CCDPC upon receipt of acceptable deliverables and invoices from the contractor. The selected Offeror shall bill the Department 50% upon receipt of the contract. The remaining 50% will be billed upon satisfactory completion of project deliverables and receipt of a final itemized invoice and summary report from the selected vendor. A final invoice for services rendered, marked 'Final Invoice,' along with a summary report of all media activities must be submitted no later than May 15, 2015. Invoices must be on company letterhead and include vendor's name, address, date, line item breakdown, Tax ID #, contract number, Blanket Purchase Order (BPO) number, and signature in order to be processed.

### **BID SUBMISSION INFORMATION**

Interested parties should place both their sealed Financial Proposal envelope and sealed Technical Proposal envelope into a single submission envelope with the Procurement Officer information and the Procurement ID clearly marked. The financial proposal must include ALL final costs for completing the project.

### **SUBMISSION DEADLINE**

Proposals must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 2:00 p.m. on January 16, 2015** in order to be considered. Submission envelope must show the Procurement ID number. **Offerors cannot submit multiple responses and only one proposal permitted per envelope.**

Offerors who hand-deliver proposals are requested to please ask the building's security desk for a visiting pass and go to the third (3<sup>rd</sup>) floor, room 306 and ask for Michele Ferges. \*NOTE: When dropping off the proposal, please obtain a receipt indicating your proposal was received.

Offerors that have a courier deliver proposals are requested to please ask the building's security desk to telephone the PROCUREMENT OFFICER (Michele Ferges, 410-767-5039). \*NOTE: When dropping off the proposal, please obtain a receipt indicating your proposal was received.

Offerors who mail proposals should allow sufficient mail transit time to ensure timely receipt by the PROCUREMENT OFFICER. Proposals and/or unsolicited amendments to proposals arriving after the closing hour and date noted above will not be considered. For any response that is not hand-delivered, the offers must confirm, at least 60 minutes before the deadline, that the

proposals were received in PPHA Procurement. **PPHA is not responsible for proposals dropped off in the mailroom.** Questions regarding this solicitation should be directed (**By e-mail only**, no phone calls will be accepted) to the PROCUREMENT OFFICER.

**NO FAX OR EMAIL PROPOSALS WILL BE ACCEPTED.**

**PROCUREMENT OFFICER:**

Michele Ferges  
Agency Procurement Specialist Supervisor  
201 W. Preston Street / Room 306  
Baltimore, Maryland 21201  
Office: [410-767-5039](tel:410-767-5039)  
Fax: [410-333-7106](tel:410-333-7106)  
[Michele.Ferges@maryland.gov](mailto:Michele.Ferges@maryland.gov)

**ISSUING OFFICE:**

Tara Snyder  
Health Communications Specialist  
Center for Chronic Disease Prevention and Control  
201 West Preston Street, Suite 306-J-11  
Baltimore, MD 21201

**MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO RESPOND TO THIS SOLICITATION**

## Financial Proposal Form

### PROCUREMENT

I.D. NUMBER: PHPA- S1756

ISSUE DATE: January 9, 2015

TITLE: *Diabetes Prevention Program Media Placement—Western Region*

#### A. Offeror Information:

Vendor Name:

Federal Tax ID (FEIN#):

Contact Person:

Address:

Telephone/Email:

Fax:

SBR Number:

Signature

Date

Vendor signature and date certifies that technical and budget submissions are correct and that vendor agrees to perform all services stated in BBN PHPA-S1756.

#### Department of Health and Mental Hygiene Line Item Budget\*

Budget Period from March 1, 2015 to April 30, 2015

BUDGET ITEM	PROPOSED DHMH SUPPORT
1. Television Airtime	
2. Other (please specify)	
3. TOTAL COST	\$25,000

\* Include Budget Narrative on a separate page and attach it to the Financial Proposal Form. Budget Narrative must include full breakdown of costs for each line item.

PROPOSALS ARE DUE TO THE PROCUREMENT OFFICER **NO LATER THAN 2:00 P.M. ON JANUARY 16, 2015.**

**Important: Do not alter this page.** Failure to fill out this page completely or altering the Financial Proposal Form in any way may render your proposal non-responsive. Should you have any questions regarding this Financial Proposal Form, contact the Procurement Officer.